

**ORDER**

**Orders**  
**Order / Rev:** 64312  
**Alt Order #:**  
**Product Desc:** ESTIMATE 12438  
**Estimate:** 12438  
**Flight Dates:** 10/09/12 - 10/14/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** GENERAL

**KUCW-TV**

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12   | 10/10/12 | 1       | \$300.00     | \$255.00   |

**Totals**

| Month         | # Spots  | Gross Amount    | Net Amount      | Rating      |
|---------------|----------|-----------------|-----------------|-------------|
| October 2012  | 1        | \$300.00        | \$255.00        | 0.00        |
| <b>Totals</b> | <b>1</b> | <b>\$300.00</b> | <b>\$255.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Office Accounts   |              |              | Start Of Order - End Of Order | 100%    |

| Ln     | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount   |
|--------|------|-------------------|-----------------|-----------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1    | KUCW | 10/10/12          | 10/10/12        | M-F 6p-630p     | CM    | 6p-630p           | --W---- | :30         | 1     | \$300.00      | P-3 | 0.00 | NM   | 1     | \$300.00 |
|        |      |                   |                 | M-F 6p-630p     |       |                   |         |             |       |               |     |      |      |       |          |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|        |      | Week: 10/08/12    | 10/14/12        | --W----         |       | 1                 |         | \$300.00    |       | 0.00          |     |      |      |       |          |
| Totals |      |                   |                 |                 |       |                   |         |             |       |               |     |      |      | 1     | \$300.00 |